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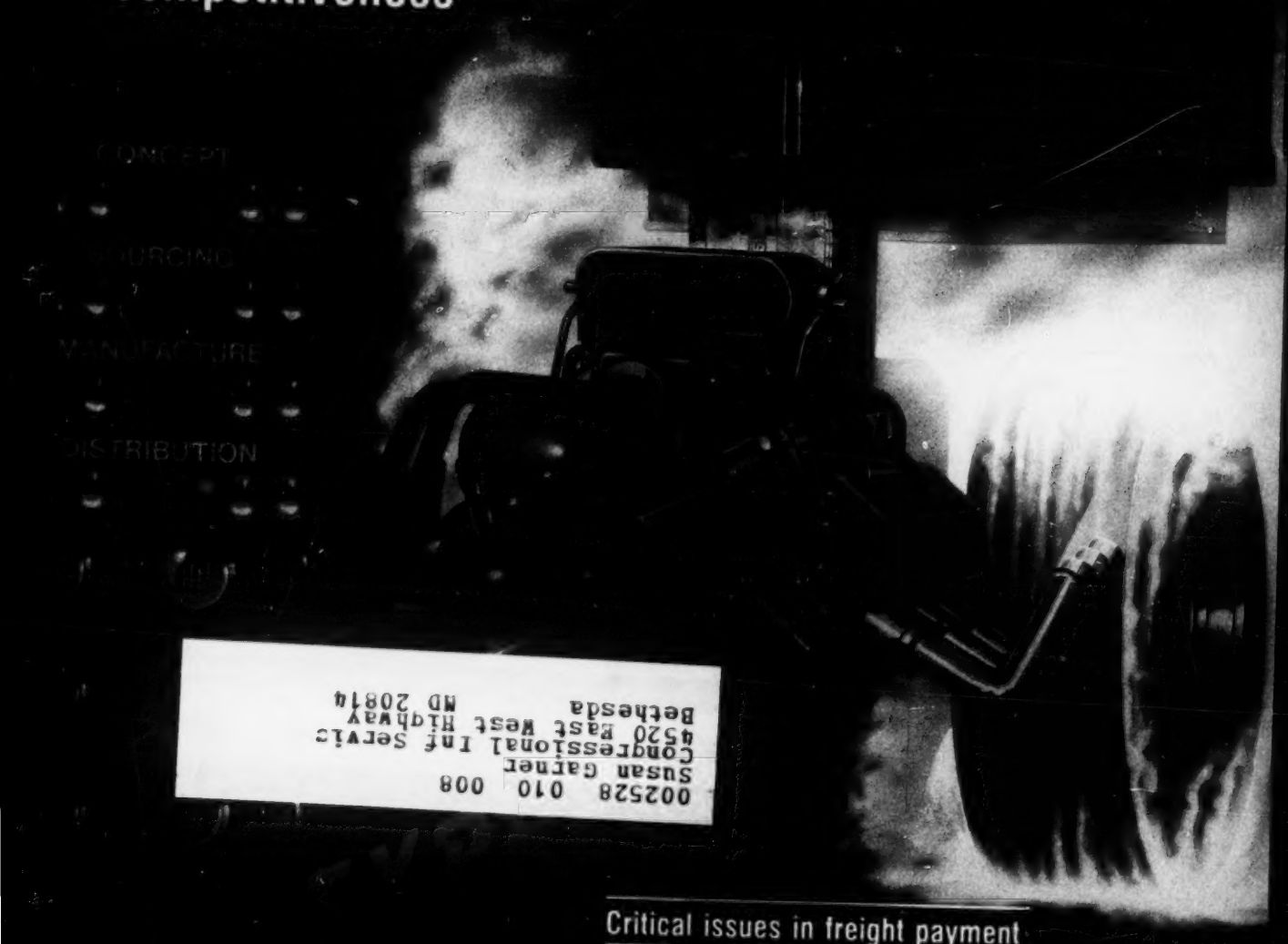
THE TRANSPORTATION & BUSINESS LOGISTICS MAGAZINE MARCH 1990

TURBO LOGISTICS:
Time-based competitiveness



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Critical issues in freight payment

The consummate product launch

MARCH 1990

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THE TRANSPORTATION & BUSINESS LOGISTICS MAGAZINE

VOL. 89, NO. 3

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Time-based competition. Total cycle time reduction. Managing for speed. Whatever the buzz-phrase, Turbo Logistics means achieving a level of responsiveness that most companies attain only during times of peak demand – when the whips are cracking and the fires rage out of control. It's about exchanging the comfort curve for the comfort of response.

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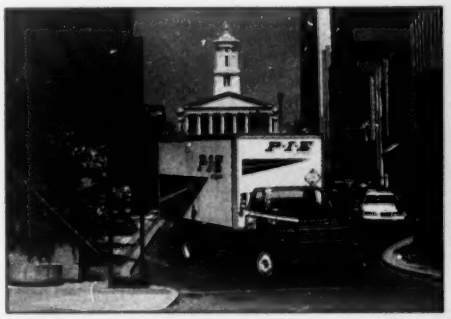
LOGISTICS TRENDS

Need a P.O.D.? Get it automatically from P-I-E

Shippers that require Proofs of Delivery can now get them automatically from P-I-E Nationwide. Customers who want a copy of the delivery receipt can request it at the time the shipment is picked up. Once the freight bills are received at P-I-E's headquarters in Jacksonville, Fla., (usually about seven days), a "key word" on the document indicates that a P.O.D. is to be sent. P-I-E's mainframe then tracks the request and signals the image department to send the P.O.D., by mail or fax, when the documents are microfilmed.

P-I-E's Senior Vice President of Sales and Marketing, William Tickle, says turnaround on P.O.D. requests is 24 hours or less. "This should virtually eliminate any error in providing proof to customers that request it," he says. On the horizon, Tickle adds, is a completely electronic system whereby P-I-E would send a copy of the delivery receipt to the customer electronically, eliminating the need for any human handling in the process.



Automatic P.O.D.'s?

Study reveals changes in the intermodal market

Quite a few changes are taking place in how railroads, motor carriers and steamship lines are interacting to move freight throughout the U.S, as noted in a recent study by Trailer Train Company. The Intermodal Market Survey takes a comprehensive look at the intermodal marketplace and its competitive position with truckload motor carriers. It examines the market share of intermodal, how it is used by major customer groups, shippers and shippers' agents, and the classes of trucking operations. It also looks at how this is shaping intermodal equipment requirements as provided by Trailer Train.

Some highlights of the survey include a significant growth in container traffic by the railroads. About half of all intermodal movements involve containers, including double-stack. Also, international container traffic arriving in West Coast ports is now generally loaded directly onto trains for movement inland – instead of transloading for truckload movements across the U.S. Trucking companies are also joining railways to use intermodal trailers.

For more information on the study, contact Trailer Train at 312-984-3888.

An agreement on service

There are numerous studies that suggest managers and their employees don't agree on most issues related to the workplace. However, the one subject they do agree on is service. According to a survey conducted by Performance Research Associates, a service and management consulting organization, in conjunction with Questar Data Systems, managers and employees show astonishing similarities when asked about such things as their customer's rating of the company's service quality.

A new database, Service Management Practices Inventory (SMPI)™, the first to be developed from the correlation between high-quality service and corporate profitability, is currently marketed by the organizations.

To find the results, managers and employees were asked to choose from a list of 16 alternatives that prevent their organization from delivering excellent service to its customers. Surprisingly, approximately half of all respondents picked the same two factors over all the others: inadequate communication between departments and inadequate rewards for employees. Additional items on the list included:

- Understaffing
- Inadequate computer systems
- Lack of support from other parts of the company

According to Ron Zemke, president of Performance Research Associates, the consistent similarities are good news for the growing number of U.S. companies that have made enhanced service quality a top priority.

For more information on the contents of the survey or further results, contact Performance Research Associates at 612-338-8523 or Questar Data Systems at 612-688-0089.

BARRIERS TO SERVICE/FREQUENCY

	Percentage of Managers	Frontline
Inadequate comm. between departments	56%	48%
Employees not adequately rewarded	54%	49%
Understaffing	45%	42%
Inadequate computer systems	45%	59%
Lack of support from other parts of the co.	41%	32%
Inadequate training in people skills	36%	26%
Low morale/no team spirit	31%	35%
Organizational policies/procedures	30%	24%
Inadequate product knowledge	28%	24%

Source: Service Management Practices Inventory (SMPI)™ Database